

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of August, in the year of our Lord two thousand thirteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

Proclamation 9009 of August 30, 2013

National Preparedness Month, 2013

*By the President of the United States of America
A Proclamation*

Time and again, America faces crises that test our readiness and challenge our resolve—from natural disasters like hurricanes, tornadoes, and floods to shootings, cyber incidents, and even acts of terrorism. While my Administration is working tirelessly to avert national tragedies, it is every American's responsibility to be prepared. By planning for emergencies, individuals can protect themselves and their families while also contributing to their communities' resilience. During National Preparedness Month, we refocus our efforts on readying ourselves, our families, our neighborhoods, and our Nation for any crisis we may face.

My Administration is committed to preparing our country for the full range of threats. In the face of an emergency, we will continue to cut through red tape and bolster coordination. At my direction, the Federal Emergency Management Agency will launch a comprehensive campaign to build and sustain national preparedness with private sector, non-profit, and community leaders and all levels of government. The campaign will be based on science, research and development, public outreach, and broad participation. It will aim to inspire Americans of all ages to increase their preparedness by moving from awareness to action.

Over this past year, ordinary Americans have stepped up in moments of trial and tragedy to perform real acts of heroism. Despite the brave actions of first responders across America, neighbors and friends are often the first on the scene after an emergency, and circumstances can call anyone to become a hero. This year's National Preparedness Month theme, "You Can Be the Hero," asks all Americans to ready themselves to assist in case of emergency. Anyone can improve their preparedness by making or reviewing emergency plans with their family and by building a disaster kit with food, water, and essential supplies. Visit www.Ready.gov or www.Listo.gov to see which types of disasters are most likely for your area and learn more about what you can do to prepare.

This month, as we reflect on challenges to our communities, regions, and our Nation, we continue to lend our support to recovery efforts, and we honor our first responders by doing our part to build a more resilient America.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and

Proc. 9010

Title 3—The President

the laws of the United States, do hereby proclaim September 2013 as National Preparedness Month. I encourage all Americans to recognize the importance of preparedness and work together to enhance our national security, resilience, and readiness.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of August, in the year of our Lord two thousand thirteen, and of the Independence of the United States of America the two hundred and thirty-eighth.

BARACK OBAMA

Proclamation 9010 of August 30, 2013

National Prostate Cancer Awareness Month, 2013

*By the President of the United States of America
A Proclamation*

Among American men, prostate cancer is both the second most commonly diagnosed cancer and the second-leading cause of cancer deaths. Although prostate cancer incidence and mortality rates have declined over the past two decades, in 2013 alone, an estimated 239,000 men in the United States will be diagnosed with the illness, and almost 30,000 men will die from this disease. During National Prostate Cancer Awareness Month, we remember those lost to prostate cancer, offer our support to patients and their families, and highlight our commitment to better prevention, detection, and treatment methods.

The exact causes remain unknown, but medical professionals have identified several risk factors that can increase a man's chances of developing prostate cancer. It is more common among older men and men with a family history of prostate cancer. African American men also have a significantly higher risk, both of developing and dying from prostate cancer. I encourage all men to learn about warning signs by visiting www.Cancer.gov.

My Administration continues to support important prostate cancer research—research that will enhance our knowledge and improve prostate cancer prevention and treatment. The Affordable Care Act also offers new protections for all Americans. The health care law bans insurance companies from placing lifetime dollar limits on essential health benefits and from dropping coverage because of mistakes on insurance applications. Beginning in 2014, the Affordable Care Act will also eliminate annual dollar limits on vital benefits, and insurers will no longer be able to deny coverage or charge higher premiums to patients with prostate cancer—or any other pre-existing medical condition.

This month, I encourage all Americans to lend their support to family, friends, and neighbors whose lives have been touched by prostate cancer. Let us celebrate the compassion and perseverance of health care providers, researchers, and dedicated advocates. Together, we can raise awareness, support research, improve care, and reduce the impact of this disease on our citizens and our Nation.